

Business portfolio assets and their task-based permissions

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Some features may not be available to you yet.

When someone is added to a business portfolio, they must be assigned the Facebook Page, ad account, catalog or business assets that you want them to manage before they can access them. You can give them partial access or full control of an asset. If you assign partial access, you must choose the specific permissions to give them based on the tasks you want them to work on.

Learn more about how to [add people to a business portfolio and assign a business asset](#). You can [change someone’s permissions for a business asset](#) at any time.

Permissions available for each business asset

Select a business asset to see the permissions available. This will help you assign only the permissions someone needs to do their work.

Page

	Partial access	Full control	Full control with partner access

	Content	Community activity	Messages and calls	Ads	Insights	Revenue	Everything	Everything except sensitive actions
Create, manage or delete posts, stories and more as the Page	✓						✓	✓
Protect your copyrighted content	✓						✓	✓
Review and respond to comments		✓					✓	✓
Remove unwanted content		✓					✓	✓
Report activity on the Page		✓					✓	✓
Send and respond to messages and calls as the Page			✓				✓	✓
Create, manage and delete ads for the Page				✓			✓	✓
See how the Page, content and ads perform.					✓		✓	✓

Switch into the Page to manage everything directly on Facebook, and by using tools like Meta Business Suite							✓	✓
Give access to others, remove anyone from the Page, including yourself							✓	✓
Perform sensitive tasks							✓	

[Learn more about Page access.](#)

[Learn more about how to give someone access to a Page.](#)

[Learn more about Page access for partners.](#)

Ad account

	Partial access			Full control
	Manage campaigns	View performance	Manage Creative Hub mockups	Manage ad accounts
View ads	✓	✓		✓
Create and edit ads	✓			✓
Access reports	✓	✓		✓
View, create and edit mockups in Creative Hub			✓	✓
Control ad account settings, finances and permissions				✓

Instagram account

Note: These permissions also apply to associated Threads accounts with matching usernames in the same business portfolio.

	Partial access					Full control
	Content	Messages	Community activity	Ads	Insights	Everything
Create, manage or delete posts, stories and more as the Instagram account	✓					✓
View posts from other Instagram accounts that this account follows	✓					✓
Send and respond to direct messages as the Instagram account		✓				✓
Review and respond to comments			✓			✓
Remove unwanted content and report activity			✓			✓
Create, manage and delete ads for the Instagram account				✓		✓
See how the Instagram account, content and ads perform					✓	✓

	Partial access					Full control
Give access to others and remove it, except for the person who created the Instagram account						✓
Manage everything, including the payment method to run ads						✓

Note: Full control of an Instagram account will not be available to assign to a partner business or when it's in a business asset group.

Threads account

You can only manage your Threads account's permissions from the associated Instagram account in your business portfolio. Review the full list of permissions in the Instagram account section in this article.

App

	Partial access			Full control
	Develop app	View insights	Test app	Manage app
Change app settings	✓			✓
View app analytics	✓	✓		✓
Test the app	✓		✓	✓
Change app settings	✓			✓
Manage roles				✓

Dataset

	Partial access	Full control
	Use events dataset	Manage events dataset
View data	✓	✓

	Partial access	Full control
View analytics	✓	✓
Create conversion ads with this dataset	✓	✓
Control all settings, add or remove events, edit user access and create audiences		✓

Commerce account

	Partial access	Full control
	Shops on Facebook and Instagram	Manage commerce account
View shop insights and manage shops and promotions	✓	✓
Control commerce account settings and sales channels		✓

[Learn more about how to assign commerce account permissions.](#)

Catalog

	Partial access	Full control
	Create ads	Manage catalog
View products and data sources	✓	✓
Create, edit and delete product sets	✓	✓
Select the catalog and product sets when creating an ad	✓	✓
View events and catalog match rate	✓	✓
Add, edit and delete products and data sources		✓
Connect the catalog to a Meta Pixel, app SDK or another type of business asset Note: You also need full control of the pixel, SDK or other asset		✓
Manage catalog settings or delete the catalog		✓

Learn more about how to [assign catalog permissions](#).

WhatsApp account

	Partial access					Full control
	Message templates (view only)	Message templates (view and manage)	Phone numbers (view only)	(Phone numbers (view and manage)	Manage phone numbers and message templates	Manage WhatsApp business accounts
View and use message templates	✓	✓			✓	✓
Create, edit and delete message templates		✓			✓	✓
View phone numbers and profiles			✓		✓	✓
Add and delete phone numbers				✓	✓	✓
Manage phone number names, profiles, registrations and settings				✓	✓	✓
Assign users						✓
View payment information						✓

Custom conversion

	Partial access	Full control
	Optimization and ads reporting	Optimization, ads reporting and Events Manager
Can use this custom conversion's data in their ad campaigns	✓	✓
View conversions attributed to ads in Ads Manager	✓	✓
Allow partner to view all custom conversion fires, including those not attributed to ads, in Events Manager		✓

Offline event set

	Partial access			Full control
	Upload Offline Conversions	Assign Ad Accounts	View Offline Event Set	Manage Offline Event Set
Upload data to this offline event set	✓			✓
Assign ad accounts to the offline event set and use it for advertising		✓		✓
View data and analytics for this offline event set.			✓	✓
Control settings for the offline event set and use it for advertising				✓

Business asset group

	Partial access	Full control
	View reporting data	Manage reporting data
View insights, performance and reports for assets in the group	✓	✓
Create, edit and view dashboards and reports in Facebook Analytics for assets in the group		✓

Publisher block list

	Partial access	Full control
	Apply publisher block list	Manage publisher block list
View the publisher block list, and apply it to one or more ad accounts in a business depending on the user's role in that business	✓	✓
View and update the publisher block list		✓

Property

	Partial access	Full control
	Integrate property	Manage property
View non-revenue metrics	✓	✓
Add platforms	✓	✓
Create Ad Spaces and placements	✓	✓
View all metrics		✓
Perform any action		✓

Learn more

- [About connected business assets](#)
- [Set up and manage your business portfolio and business assets](#)
- [About business portfolio access](#)



Revision #2
Created 2026-04-13 20:00:03 UTC by New Admin
Updated 2026-04-13 20:05:19 UTC by New Admin